

Amendments to the Claims:

1-34. (Canceled)

35. (Currently Amended) An apparatus comprising:

a content manager, said content manager ~~for managing~~ configured to manage selected content, the selected content selected from a plurality of content stored at a network based device and delivered to the apparatus, once delivered to the apparatus, management of the selected content provided by said content manager comprising selectably locking the selected content pursuant to a first selected locking requirement such that the selected content is presented upon each occurrence of a predefined condition associated with the selected content until the first selected locking requirement is met, determining when the first selected locking requirement is met, and unlocking the selected content when the first selected locking requirement is determined to have been met such that the selected content is no longer required to be ~~repeatedly~~ presented upon an occurrence of the predefined condition.

36. (Previously Presented) A method comprising:

receiving an indication of selected content;

presenting at least a first locking requirement associated with the selected content to a user device wherein said locking requirement defines a specific period of time or a specified amount of usage for which the content is locked in at the user device and required to be presented; and

providing the selected content from a network based device to the user device together with the at least first selected locking requirement to permit the selected content to be presented upon each occurrence of a predefined condition associated with the selected content until the at least the first selected locking requirement is met.

37. (Previously Presented) The method of Claim 36 further comprising:

receiving an indication of said at least first selected locking requirement having been met.

38. (Previously Presented) The method as in Claim 37 further comprising:  
providing a reward in response to said indication.

39. (Previously Presented) A method comprising:  
transmitting an indication of selected content;  
receiving at least a first locking requirement associated with the selected content  
at a user device, wherein said locking requirement defines a specific period of time or a  
specified amount of usage for which the content is locked in at the user device and  
required to be presented;  
selecting acceptance of the at least the first selected locking requirement;  
receiving said selected content and storing said selected content; and  
presenting the selected content with the user device upon each occurrence of a  
predefined condition associated with the selected content until the at least the first  
selected locking requirement is met.

40. (Previously Presented) The method of Claim 38 further comprising:  
the operation of determining when the at least the first selected locking  
requirement is met;  
the operation of unlocking the selected content data to release the selected content  
out of the first selected locking requirement having been met.

41 (Previously Presented) A method as in Claim 39 further comprising:  
receiving an indication of a reward.

42. (Currently Amended) An apparatus comprising:  
a content manager configured to receive and manage ~~for receiving and managing~~  
selected content, wherein said management comprises locking in said selected content  
pursuant to a first locking requirement such that the selected content is presented upon  
each occurrence of a predefined condition associated with the selected content until the

first locking requirement is met; and

a memory ~~for storing~~ configured to store a plurality of profiles wherein each profile comprises an identifier indicative of the use of said locked selected content.

43. (Previously Presented) A method comprising:  
transmitting an indication of selection of content from a plurality of content to form selected content;  
receiving at least one locking requirement including a first locking requirement associated with the selected content;  
selecting acceptance of at least the first locking requirement in response to receiving the at least one locking requirement;  
receiving said selected content and storing said selected content following selection of the content and at least the first locking requirement;  
operating upon the selected content in accordance with the at least the first selected locking requirement by presenting the selected content upon each occurrence of a predefined condition associated with the selected content;  
determining when the first selected locking requirement is met;  
notifying a network based device when the first selected locking requirement is met; and  
dispensing a reward to a user.

44. (Previously Presented) The method of Claim 43 further comprising unlocking, when the first selected locking requirement is met, the selected content data to release the selected content out of the first selected locking requirement.

45. (Previously Presented) The method of Claim 43 wherein the selected content of the plurality of content comprises advertising content and wherein said method further comprises the operation of displaying the advertising content according to the at least the first selected locking requirement.

46. (Currently Amended) The method of Claim 45 wherein the at least the first selected locking requirement ~~comprises~~ defines a manner by which to display the advertising content in human perceptible form.

47. (Previously Presented) The method of Claim 39, wherein the selected content is a ring tune advertisement and wherein presenting the selected content with the user device upon each occurrence of a predefined condition associated with the selected content comprises presenting the selected ring tune advertisement upon each receipt of an incoming call.